

CONTRACT



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

Contract / Revision 575720 /		Alt Order # 09820868
Product Crossroads GPS		
Contract Dates 09/19/12 - 09/24/12		Estimate # 1015
Advertiser Crossroads GPS		Original Date / Revision 09/18/12 / 09/18/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WITI	Account Executive Trevor Heaton	Sales Office Washington DC
Special Handling		
Demographic Adults 35+		
		Total Ratings 297.50
IDB# 8433	Advertiser Code 12	Product Code 11
Agency Ref		Advertiser Ref

And:

Crossroads Media, LLC.
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	6	09/19/12	09/19/12	M-F 5a-530a	5a-530a		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----				1	\$550.00	2.80			
N 2	6	09/20/12	09/20/12	M-F 5a-530a	5a-530a		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---				1	\$550.00	2.80			
N 3	6	09/21/12	09/21/12	M-F 5a-530a	5a-530a		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$550.00	2.80			
N 4	6	09/24/12	09/24/12	M-F 5a-530a	5a-530a		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$550.00	2.80			
N 5	6	09/19/12	09/19/12	M-F 530a-6a	530a-6a		:30				NM	1	\$685.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----				1	\$685.00	3.10			
N 6	6	09/20/12	09/20/12	M-F 530a-6a	530a-6a		:30				NM	1	\$685.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---				1	\$685.00	3.10			
N 7	6	09/21/12	09/21/12	M-F 530a-6a	530a-6a		:30				NM	1	\$685.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$685.00	3.10			
N 8	6	09/24/12	09/24/12	M-F 530a-6a	530a-6a		:30				NM	1	\$685.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$685.00	3.10			
N 9	6	09/19/12	09/19/12	M-F 6a-7a	6a-7a		:30				NM	1	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----				1	\$1,550.00	3.80			
N 10	6	09/20/12	09/20/12	M-F 6a-7a	6a-7a		:30				NM	1	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---				1	\$1,550.00	3.80			
N 11	6	09/21/12	09/21/12	M-F 6a-7a	6a-7a		:30				NM	1	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$1,550.00	3.80			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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Contract / Revision	Alt Order #
575720 /	09820868

Contract Dates	Product	Estimate #
09/19/12 - 09/24/12	Crossroads GPS	1015

Advertiser	Original Date / Revision
Crossroads GPS	09/18/12 / 09/18/12

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(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

<u>Contract / Revision</u>		<u>Alt Order #</u>
575720 /		09820868
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/19/12 - 09/24/12	Crossroads GPS	1015
<u>Advertiser</u>		<u>Original Date / Revision</u>
Crossroads GPS		09/18/12 / 09/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
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N 29	6	09/19/12	09/19/12	M-F 1130a-12p FOX 6	1130a-12p		:30				NM	1	\$400.00
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N 30	6	09/20/12	09/20/12	M-F 1130a-12p FOX 6	1130a-12p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---				1	\$400.00	2.70			
N 31	6	09/21/12	09/21/12	M-F 1130a-12p FOX 6	1130a-12p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$400.00	2.70			
N 32	6	09/24/12	09/24/12	M-F 1130a-12p FOX 6	1130a-12p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$400.00	2.70			
N 33	6	09/19/12	09/19/12	M-F 4p-430p	4p-430p		:30				NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----				1	\$325.00	2.70			
N 34	6	09/20/12	09/20/12	M-F 4p-430p	4p-430p		:30				NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---				1	\$325.00	2.20			
N 35	6	09/21/12	09/21/12	M-F 4p-430p	4p-430p		:30				NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$325.00	2.20			
N 36	6	09/24/12	09/24/12	M-F 4p-430p	4p-430p		:30				NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$325.00	2.20			
N 37	6	09/19/12	09/19/12	M-F 430p-5p	430p-5p		:30				NM	1	\$385.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----				1	\$385.00	2.60			
N 38	6	09/20/12	09/20/12	M-F 430p-5p	430p-5p		:30				NM	1	\$385.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---				1	\$385.00	2.60			
N 39	6	09/21/12	09/21/12	M-F 430p-5p	430p-5p		:30				NM	1	\$385.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$385.00	2.60			
N 40	6	09/24/12	09/24/12	M-F 430p-5p	430p-5p		:30				NM	1	\$385.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$385.00	2.60			
N 41	6	09/19/12	09/19/12	M-F 5p-530p	5p-530p		:30				NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----				1	\$825.00	3.10			
N 42	6	09/20/12	09/20/12	M-F 5p-530p	5p-530p		:30				NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---				1	\$825.00	3.10			
N 43	6	09/21/12	09/21/12	M-F 5p-530p	5p-530p		:30				NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$825.00	3.10			
N 44	6	09/24/12	09/24/12	M-F 5p-530p	5p-530p		:30				NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$825.00	3.10			

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WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

Contract / Revision	Alt Order #
575720 /	09820868

Contract Dates	Product	Estimate #
09/19/12 - 09/24/12	Crossroads GPS	1015

Advertiser	Original Date / Revision
Crossroads GPS	09/18/12 / 09/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 45	6	09/19/12	09/19/12	M-F 530p-6p	530p-6p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----				1	\$700.00	3.00			
N 46	6	09/20/12	09/20/12	M-F 530p-6p	530p-6p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---				1	\$700.00	3.00			
N 47	6	09/21/12	09/21/12	M-F 530p-6p	530p-6p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$700.00	3.00			
N 48	6	09/24/12	09/24/12	M-F 530p-6p	530p-6p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$700.00	3.00			
N 49	6	09/19/12	09/19/12	M-F 6p-630p	6p-630p		:30				NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----				1	\$825.00	3.60			
N 50	6	09/20/12	09/20/12	M-F 6p-630p	6p-630p		:30				NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---				1	\$825.00	3.60			
N 51	6	09/21/12	09/21/12	M-F 6p-630p	6p-630p		:30				NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$825.00	3.60			
N 52	6	09/24/12	09/24/12	M-F 6p-630p	6p-630p		:30				NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$825.00	3.60			
N 53	6	09/19/12	09/19/12	M-F 9-930p	9p-930p		:30				NM	1	\$1,635.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----				1	\$1,635.00	6.60			
N 54	6	09/20/12	09/20/12	M-F 9-930p	9p-930p		:30				NM	1	\$1,635.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---				1	\$1,635.00	6.60			
N 55	6	09/21/12	09/21/12	M-F 9-930p	9p-930p		:30				NM	1	\$1,635.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$1,635.00	6.60			
N 56	6	09/24/12	09/24/12	M-F 9-930p	9p-930p		:30				NM	1	\$1,635.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$1,635.00	6.60			
N 57	6	09/19/12	09/19/12	M-F 930-10p	930p-10p		:30				NM	1	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----				1	\$1,550.00	6.40			
N 58	6	09/20/12	09/20/12	M-F 930-10p	930p-10p		:30				NM	1	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---				1	\$1,550.00	6.40			
N 59	6	09/21/12	09/21/12	M-F 930-10p	930p-10p		:30				NM	1	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$1,550.00	6.40			
N 60	6	09/24/12	09/24/12	M-F 930-10p	930p-10p		:30				NM	1	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$1,550.00	6.40			
N 61	6	09/19/12	09/19/12	M-F 10p-1035p	10p-1035p		:30				NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----				1	\$1,400.00	4.60			

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WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

Contract / Revision 575720 /		Alt Order # 09820868
Contract Dates 09/19/12 - 09/24/12	Product Crossroads GPS	Estimate # 1015
Advertiser Crossroads GPS		Original Date / Revision 09/18/12 / 09/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
N 62	6	09/20/12	09/20/12	M-F 10p-1035p	10p-1035p		:30				NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---				1	\$1,400.00	4.60			
N 63	6	09/21/12	09/21/12	M-F 10p-1035p	10p-1035p		:30				NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$1,400.00	4.60			
N 64	6	09/24/12	09/24/12	M-F 10p-1035p	10p-1035p		:30				NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$1,400.00	4.60			
N 65	6	09/19/12	09/19/12	M-F 1035p-1105p	1035p-1105p		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----				1	\$550.00	3.10			
N 66	6	09/20/12	09/20/12	M-F 1035p-1105p	1035p-1105p		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---				1	\$550.00	3.10			
N 67	6	09/21/12	09/21/12	M-F 1035p-1105p	1035p-1105p		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$550.00	3.10			
N 68	6	09/24/12	09/24/12	M-F 1035p-1105p	1035p-1105p		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$550.00	3.10			
N 69	6	09/22/12	09/22/12	Sa 7a-8a	7a-8a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$300.00	2.80			
N 70	6	09/23/12	09/23/12	NFL on FOX 12p	12p-CC		:30				NM	2	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S				2	\$12,000.00	3.00			
N 72	6	09/23/12	09/23/12	Su 9p-930p	9p-930p		:30				NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S				1	\$1,700.00	5.10			
N 73	6	09/22/12	09/22/12	College Football on	various		:30				NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-				2	\$1,800.00	6.00			
N 74	6	09/23/12	09/23/12	NFL on FOX Pregame	various		:30				NM	1	\$4,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S				1	\$4,050.00	8.00			
N 75	6	09/22/12	09/22/12	Sa 6p News	6-630p		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$550.00	4.50			
N 76	6	09/23/12	09/23/12	Fox 6 Blitz	1035p-1105p		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S				1	\$900.00	7.00			
Totals										297.50		77	\$94,500.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/24/12	77	\$94,500.00	\$80,325.00
Totals	77	\$94,500.00	\$80,325.00

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Milwaukee, WI 53209-1297
(414)355-6666

<u>Contract / Revision</u> 575720 /		<u>Alt Order #</u> 09820868
<u>Contract Dates</u> 09/19/12 - 09/24/12	<u>Product</u> Crossroads GPS	<u>Estimate #</u> 1015
<u>Advertiser</u> Crossroads GPS		<u>Original Date / Revision</u> 09/18/12 / 09/18/12

Signature: _____ Date: _____

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
------------------------------	--------------

I, Stephanie Maroney
do hereby request station time concerning the following issue:

<div style="border: 1px solid black; padding: 5px;">Crossroads GPS (Grassroots Policy Strategies)</div>

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: Crossroads GPS

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

31156



CROSSROADS MEDIA, LLC

MEDIA ACCOUNT
66 CANAL CENTER PLAZA
SUITE 500
ALEXANDRIA, VA 22314

VIRGINIA COMMERCE BANK ALEXANDRIA, VA

68-525/560

9/17/2012

PAY TO THE
ORDER OF

WITI-TV

\$ **80,325.00

Eighty Thousand Three Hundred Twenty-Five and 00/100***** DOLLARS

WITI-TV
9001 North Green Bay Road
Milwaukee, WI 53209

MEMO

CrossGPS WI Pres 9/19-9/24/12 ADD

THIS DOCUMENT CONTAINS HEAT SENSITIVE INK. TOUCH OR PRESS HERE - RED IMAGE DISAPPEARS WITH HEAT.

⑈031156⑈ ⑆056005253⑆

⑈2006 3288⑈

CROSSROADS MEDIA, LLC
MEDIA ACCOUNT

WITI-TV

CrossGPS WI Pres 9/19-9/24/12 ADD

9/17/2012

80,325.00

31156

order
575720

Media Account

CrossGPS WI Pres 9/19-9/24/12 ADD

80,325.00